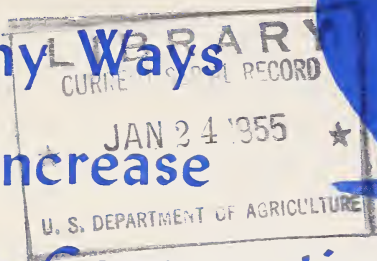


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Some of the Many Ways to Increase Milk Consumption



UNDER
THE SPECIAL

● SCHOOL MILK PROGRAM

Schools participating in the Special School Milk Program are using a wide variety of methods to encourage increased consumption of milk by children. They are taking advantage of the wide latitude the program provides to local school administrators to adjust the methods and times of the additional milk service to their own individual needs.

To assist school administrators in deciding how best to encourage increased milk consumption in their schools, this leaflet gives examples of some of the ways schools throughout the country are making more milk available to more children.

U. S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
WASHINGTON, D. C.

Many schools are encouraging increased consumption by offering children more than the usual one-half pint of milk with the plate lunch. Other schools are combining this method with the establishment of new recess servings. Still other schools are providing children with an opportunity to obtain milk as soon as they arrive at school in the morning. For those children who come to school with a skimpy breakfast or those who have a long bus ride to school, an early-morning milk service can be a real treat.

The new program is also stimulating renewed efforts on the part of local groups to be sure that all schools have access to a supply of fluid whole milk. Many schools which last year were unable to arrange for milk deliveries have now successfully completed arrangements with nearby dairies.

WHAT SCHOOLS ARE DOING

A North Carolina school--which has been serving about 750 Type A lunches each day--has increased milk consumption by 700 half pints a day by making milk available both at the start of school and at recess. Milk tickets are sold to the children at a price of 10 for 25 cents.

In a Texas elementary school, the homeroom teachers decide when the additional milk is to be served. One teacher serves the milk during the children's spelling lesson and reports that method works out very well.

A Montana school is offering a second serving of milk to any child who finishes his lunch. Each child is also offered another half pint of milk just prior to dismissal in the afternoon.

A large city school system in New York is now serving one-third quarts of milk with the plate lunch.

Schools in several rural communities in Minnesota are allowing children to buy extra half pints with the plate lunch at the bargain price of 1 cent. In the larger cities, where milk prices are higher, additional half pints are being offered with the lunch at a cost of 2 cents to the children.

A Georgia school offers, to each child who wants it, a second half pint of milk with the regular lunch, at no additional charge.

A school in Massachusetts has successfully inaugurated a mid-morning recess service where the child can buy milk for 3 cents. The school has maintained the noon-time price of 5 cents.

A Wisconsin school, which formerly served milk with the plate lunch, is offering milk to children at other times during the school day at 1 cent per half pint. A bulk dispensing machine is used, with the older students in the school in charge of the machine.

An Arkansas school has made milk available to children throughout the school day by installing a vending machine. The children are able to purchase milk in one-third quart containers for 5 cents.

Through the special efforts of the principal of a Nevada school, milk deliveries have been arranged so that 78 children to whom milk had not been regularly available now consume almost 250 half pints daily.

Thirty-six schools in a South Carolina county which were unable to secure milk deliveries last year have now completed arrangements for daily deliveries. The new program provided the extra incentive and interest that resulted in local cooperation to solve the delivery problem.

In one rural county in Arkansas, through the combined efforts of school officials, a local dairy and local milk producers, two thousand children will for the first time be able to purchase milk at school. Trucks making milk pickups on farm-to-market routes will bring back pasteurized milk to the schools in the area.

Five schools in a remote area in Utah will now be able to serve milk every school day rather than only on the three days milk deliveries are made. The school district is installing additional refrigerator facilities in three of the schools so that they will be able to accept a two-day supply on each delivery day. The local milk distributor is arranging for additional facilities in the other two schools.

UNDER THE SPECIAL SCHOOL MILK PROGRAM

Other schools are planning to:

- Serve milk to members of the football and soccer teams after practice each afternoon.
- Serve hot chocolate (made from fluid whole milk) to children during the winter months as soon as the school busses arrive in the morning.
- Provide 6-ounce servings to first and second grade children at morning recess because the crowded schedule requires that these children eat lunch at 11:30 each morning.

REMEMBER:

- The additional milk may be served at any time during the school day.
- Each child may have as many servings of milk as he wishes.
- The additional milk need not be served in half pint containers -- larger or smaller ones may be used.

Operation of the Special School Milk Program is fully described in bulletin PA248. Copies are available from the Agricultural Marketing Service, U.S. Department of Agriculture, Washington 25, D. C.